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Yerba Buena Center



Yerba Buena Center is just what the name suggests: a center of activity for the people of San Francisco and visitors from out-of-town. Extending from Market to Folsom, and located between Third and Fourth Streets, the site is 25 acres in all. Yerba Buena Center will be public and private. The City of San Francisco will build the public facilities — the Arena, Exhibition Center, Parking, and Central Concourse. The hotel, apparel mart, offices, and shops will be done privately.

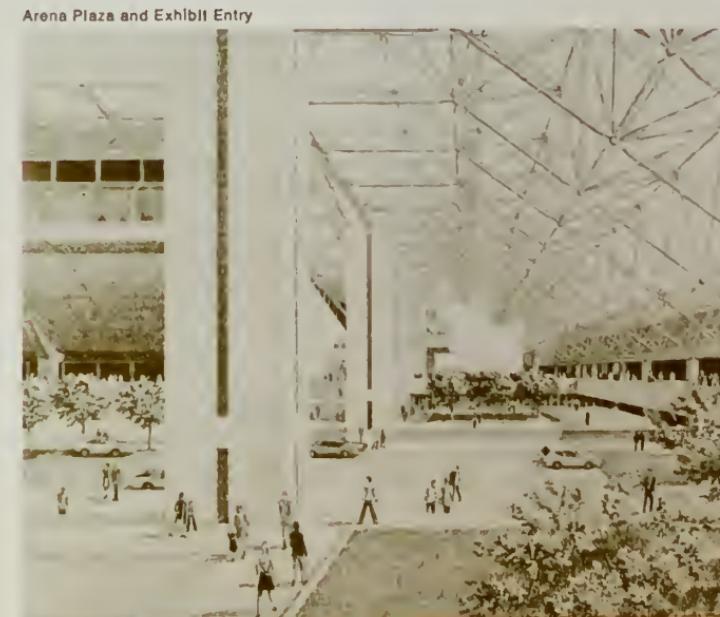
Walk into Yerba Buena Center for a closer look. From the BART entrance off Market Street, a gently-rising ramp leads up to the Central Concourse. This is the hub of activity, where on any given day you might find street musicians playing Mozart or office workers enjoying lunch at "sidewalk" cafes. Yerba Buena Center is composed of many levels with shops to browse through, as well as secluded areas where you can sit and relax.

Interior of Exhibition Hall





An impromptu flight over Yerba Buena Center would give you an idea of its size. You would, of course, notice the Central Concourse, with malls, trees, terraces, and fountains. You would see that bridges allow pedestrians to cross over Mission and Howard, unimpeded by automobiles or stop lights. You would see the hotel, the arena, and office buildings. In short, the overall impression would be that of urban planning at its congenial best.



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The Exhibition Center is a level below the main concourse. If you were to put seven football fields side by side, they would approximate the amount of space available on one floor. The Exhibition Center is ideal for motor and boat shows, for conventions, and any number of activities that require a vast area. Adjoining meeting and banquet rooms are designed to complement the exhibit space and provide a center for community and convention activities.

The multi-purpose Arena can operate as an integral part of the Exhibition Center or as a separate entity with access from both street level and the Concourse. Aside from sports like hockey, basketball, and track, many events will be held here. When the circus or big-name performers come to town, this is where you'll find them. Seating capacity varies from 16,000 to 19,000 depending on the event.

Yerba Buena Center is only two blocks from Union Square—an easy walk. If you arrive by bus, the Muni will drop you off at the Market, Mission, or Howard Street entrances, and Yerba Buena Center will have its own direct connection to the Powell Street BART station.

Parking for 1,850 automobiles, underground and out of the way, is directly linked with the public concourse via escalators and elevators, and is conveniently entered from major streets and the freeway system.

Yerba Buena Center is only a beginning. Much of the remaining area south of Market is seriously blighted. Hopefully, Yerba Buena Center will stimulate private rebuilding on this land to provide the best in urban living.

San Francisco needs it. The people of San Francisco deserve it.



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Yerba Buena Center.

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y and County of San Francisco  
San Francisco Redevelopment Agency  
Yerba Buena Center Design Group  
Cue Boone Tomicki - Executive Architects  
Lunde & Utley  
Vivence Haubrich & Associates  
Cue Boone Tomicki  
Gio Giampiccoli - Urban Design Consultant

